## In the Title:

Please delete the Title of the Application and insert the following in lieu thereof: --SYSTEM, METHOD AND ARTICLE OF MANUFACTURE FOR TRANSMISSION OF ADVERTISEMENTS BASED ON THE CONTENT OF AN ELECTRONIC STORAGE MEDIUM--.

## In the Abstract

Please replace the Abstract of the Disclosure with the rewritten Abstract of the Disclosure located below:

--A system, method, and article of manufacture for tracking the distribution of content on an electronic storage medium is disclosed. A tracking identifier is detected when the electronic storage medium is accessed by a computer. The detected tracking identifier is transmitted to a server computer where it is determined, as a function of the tracking identifier and the retailer that sold the electronic storage medium, an appropriate advertisement to transmit to the accessing computer using logic in the server computer.--.

## In the Claims:

Please cancel claims 22-23, 26-30, and 33-36.

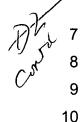
Following is a complete set of claims as amended with this response, which omits cancelled claims 22-23, 26-30, and 33-36, amends claims 21 and 31, and adds new claims 37-44.

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- 21. (Amended) A method for tracking the distribution of content electronically, comprising the steps of:
- (a) detecting a tracking identifier when an electronic storage medium is accessed by a computer;
- (b) transmitting, as a function of the tracking identifier having been detected, tracking information to a server computer; and



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- (c) determining, as a function of the tracking information having been transmitted to the server computer and as a function of a retailer that sold the electronic storage medium, an appropriate advertisement to transmit to the computer utilizing logic in the server computer.
- 1 24. The method of claim 21, further comprising performing a table lookup 2 to determine one or more authorized titles.
  - 25. The method of claim 24, further comprising writing a transaction to a database memorializing processing.



- 31. (Amended) The method of claim 21 wherein the electronic storage medium tracking identifier is in a Burst Cut Area.
- 1 32. The method of claim 31, wherein a digital code is in the Burst Cut 2 Area.



- 37. (New) The method recited in claim, 21, wherein said appropriate advertisement comprises at least one Uniform Resource Locator.
- 38. (New) A system for transmitting advertising based on the content of an electronic storage medium comprising:
  - means for receiving a tracking identifier that identifies an electronic (a) storage medium that is accessed by a computer; and
    - means for determining, as a function of the tracking information (b) received and as a function of a retailer that sold the electronic storage medium, an appropriate advertisement to transmit to the computer.

- 1 39. (New) A system recited in claim 38 further comprising means for performing a table lookup to determine one or more authorized titles.
- 1 40. (New) A system redited in claim 38 further comprising means for writing a transaction to a database memorializing processing.
- 1 41. (New) A system recited in claim 38, wherein the electronic storage 2 medium tracking identifier is in a Burst/Cut Area.
- 1 42. (New) A system recited in claim 41, wherein a digital code is in the 2 Burst Cut Area.
- 1 43. (New) A system recited in claim 38, wherein said appropriate 2 advertisement comprises at least one Uniform Resource Locator.
- 1 44. (New) A system recited in claim 38, wherein said receiving means 2 comprises a server computer.